PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 880-5000

April 24, 1996

Mr. Gerard Wirth
WIRTH ASSOCIATES
P.O. Box N8652
Nassau, Bahamas

Dear Mr. Wirth:

Thank you for your recent sponsorship proposal regarding Philip Morris involvement with the Bahamas '96 - Pre-Olympic Track & Field which you presented for our consideration.

As you might expect, we have a very active promotional program that fits precise criteria developed to achieve our marketing goals. We have reviewed your proposal carefully and have determined that it does not fit into our promotional plans for our company at this time.

In addition, as a cigarette manufacturer, Philip Morris does not utilize any source of electronic media as a marketing vehicle.

Thank you for your interest in Philip Morris and we wish you every success with the Bahamas '96 - Pre-Olympic Track & Field.

Regards,

Steven F. Sampson
Group Manager,
Event Marketing

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